

**Simpson Road Redevelopment Plan Update**  
**Kick-Off Minutes**  
**January 26, 2006 7:00 p.m.**  
**Job Corp Center**

Present: Ralph Moore (Caram & Associates); Eleanor Matthews (Marketek); Jonathan Gelber (Grice & Associates); Carolina Blengini (Tunnell Spangler Walsh & Associates); Jia Li (City of Atlanta)

Citizens Present:

Allen, Alphonea  
Amos, Barry  
Bolden, Catherine  
Bolden, Myrtle  
Bradley, Rolano  
Chamlee, Opal  
Davis, Charles  
Harden, Blanche  
Hawthorne, Greg  
Henderson, Ralph  
Malueax, Eugene  
McKinon, Madie  
Moore, Richard & Jessie  
Neason, Juanita  
Nolan, Stephanie  
Norwood, C.  
Parham, L  
Robinson,  
Snyder, Dellanney  
Stephens  
Tarver, Barry  
Terrell, Jean H.  
Weeks, Hattie

The meeting opened approximately 7:10 p.m. with introductions of the consulting team members and city staff. Lead consultant Ralph Moore (Caram & Associates) led the discussion for the entire consulting team. Mr. Moore gave the purpose and expectation for the Kick-off meeting. Mr. Moore gave a brief overall explanation of the agenda and indicated that because the group was small, that he would take liberty of moving some of the agenda items around so that the meeting could move a little quicker.

Mr. Moore requested that the community participate in an opinion survey about the community. The survey consisted of questions that measured how people felt about the Simpson Rd appearance; shopping opportunities/issues; transportation; attitudes by others

about Simpson Rd.; and housing. The survey was administered using PowerPoint slides to offer the questions with answer sheets to record the participants' responses.

During the survey many concerns were offered concerning housing types and appearances. There was concern that the R5 zoning has not been either eliminated or reduced enough to lessen the impact of multi-family and duplexes from the community. It was stated that R4 was to be the zoning classification of preference instead of R5. Some residents felt that the city had not fulfilled its obligation to remove the R5 zoning districts. It was stated that those builders that had obtain building permits under R5 zoning designation was granted the right to build by the city.

After the community completed the opinion survey, Mr. Moore presented a Power Point presentation of the initial assessment of the Simpson Rd corridor. Each of the consultants provided a presentation in their area of concern. There was again discussion concerning housing types along Simpson Rd and in the general area. Concerns that were discussed range from duplexes to boarding houses. The general sentiment was to maintain a more single family housing stock along the corridor and general area. Others voiced their concerns about the lack of commercial shopping opportunities and that there appears a greater concentration on housing opportunities instead of commercial development. One opinion and question, indicated why would anyone come to this community anyway? After a general discussion among the audience, it was concluded that a lot more issues needed airing among the community residents. Mr. Moore assured the audience that this process will give ample opportunity for more discussion about their concerns. The Power Point presentation slides concluded with observations made by the consultant that was very close to the concerns that had been voiced earlier by the audience.

After the Power Point presentation, Mr. Moore introduced to the group the use and need for a preference survey. He explained that this is a tool for citizens to use to show their visual preference for different types of looks and appearances in the community. The preference survey contained a compilation of pictures either in other communities or in the general Atlanta metro-area. Participants were required to rank the desirability of each picture in the following categories: Single-family housing; Multi-family housing; Mixed Use development; Commercial; Streetscape and entry monuments. There were a total of 48 pictures and the ranking format was from 1 equal "unacceptable" to 7 that equaled "very acceptable".

After the preference survey the meeting was adjourned at approximately 8:55 p.m.

Minutes Submitted by  
Caram & Associates